

THE LATEST NEWS FROM NOAH'S ARK



ELECTRIC SIGNS DON'T APPEAL TO THE FRENCH

Paris, Dec. 23.—Illuminated advertising doesn't make a hit with the French and the art has just received a severe blow here. A judgment has just been rendered forcing a landlord to pay damages and to order electric signs removed from his premises, the case being brought by his

own tenants. The grounds floor tenant operated a movie show, the owner of the building authorizing him to advertise a la Broadway. Upper floor tenants thereupon took action. The Paris newspapers are complaining because the "Boulevards are getting to be as hideous as the electric sign-lined streets of American cities."